

QUINTANA ROO

TOURISM BOARD

Mexican Caribbean Destinations Attract Increased International Airline Connectivity

The Mexican Caribbean destinations, now consolidated under one tourism entity, are pleased to announce new direct flights to Cancun and Cozumel International Airports, as well as increased capacity on several existing routes.

After his recent visit to Washington D.C. and a meeting with Airlines for America, Quintana Roo's Tourism Board director Darío Flota shared the positive news: *"Many U.S. airlines flying to Cancun and Cozumel plan to upgrade their Boeing 737 aircraft, which carry 200 people, to the larger 787 and 777 aircraft which carry between 300 and 400 passengers. The increase in passenger capacity is a very encouraging development."*

Airline partners have recently announced the following expansions in air connectivity to Cancun and Cozumel International Airports:

- Aeromexico: New routes from Quito, Ecuador to Cancun and Minneapolis, USA to Cancun.
- Air Canada: Starting in December, one weekly flight: Quebec City–Cancun.
- Air France: Starting in December, two additional flights per week on its existing Paris–Cancun route.
- American Airlines: New Miami–Cozumel route operating five days of the week.
- Delta: Four weekly flights from Washington, D.C. to Cancun for this winter season.
- Interjet: New routes from Medellín, Colombia to Cancun, Lima, Peru to Cancun and Guayaquil, Ecuador to Cancun.
- Southwest: New routes from Dallas, Austin, Nashville, Milwaukee and San Antonio to Cancun. Also, adding new route from Houston to Cozumel.
- Spirit: New routes from Austin, Cleveland, Nashville, Philadelphia and Pittsburgh to Cancun.
- Sunwing: Starting in December, new weekly flight from Waterloo, Canada to Cancun.
- Swoop: New routes from London, Ontario, Edmonton and Alberta in Canada to Cancun.
- Turkish Airlines: New route Istanbul–Mexico City–Cancun–Istanbul with three weekly flights.

QUINTANA ROO

TOURISM BOARD

Last summer, the Quintana Roo Tourism Board led a strategic roadshow to hold meetings with all major U.S. airline partners to review next winter's route plans and itineraries programming. These airline partners expressed having an optimistic vision for the upcoming winter season, with increased seating capacity to Cancun and Cozumel.

According to figures from Grupo Aeroportuario del Sureste (ASUR), from January to September 2019, the airports of Cancun and Cozumel received, so far this year, more than 19 million passengers (19,641,978 travelers), representing a 1% growth over the same period in 2018.

The Mexican Caribbean destinations are preparing for a strong winter season thanks to the promotion strategies that have been carried out overseas, resulting in the addition of new flight routes and frequencies, as well as an extensive calendar of upcoming events such as the GFNY Cozumel, Mayakoba Golf Classic, Ironman Cozumel, Rock 'n' Roll Marathon Cancun and the Riviera Maya Jazz Festival, among others.

With a tourist satisfaction index of 95%, a return rate of 52% and the world's leading destination in cruise ships, the State of Quintana Roo and its destinations continue to be among the safest, most welcoming and friendly places to visit in the world.



March, 2020

XXXXXXXXXXXXXXXXXXXXXXXXXXXX

Presidente of XXXXXXXXXXXXXXXX

Last Thursday, March 19, I addressed the people of the State of Quintana Roo and presented a strategic plan to address the issues stemming from COVID-19, so we can take action together and with efficiency.

The past experiences of the H1N1 pandemic, and the arrival of hurricanes to our shores, have taught us that if we act vigorously in the preventive phase, we will succeed faster.

The state government has designed a plan focusing on 3 fundamental objectives:

First, Save Human Lives: From the beginning, we have concentrated our efforts on protecting the health and well-being of our residents and visitors, to contain the spread of the virus as much as possible.

Second, Support Families and their Sources of Employment: In the wake of this crisis, we must demonstrate our solidarity with all of our state's residents and honor our social contract to support one another.

Third, Act Toward Recovery: As soon as the critical stage of this situation comes to an end, we will quickly restart our tourism promotion activity to ignite our state's recovery.

Regarding the second point of this plan, which is focused on helping families and their sources of income during this critical time, it is up to all of us to step up, to be of help to our neighbors and act with generosity. There is no other way to act during this time.

For this reason, we will promote agreements between employers and their employees so that they may take the necessary steps avoid job cuts, such as agreeing upon a prepaid salary so that workers can make it through this contingency period.

To those companies that show a commitment to their workforce, we will offer tax incentives such as extensions of subsidy terms, deferred payment of taxes,



reductions to the amounts owed, suspension of certain terms in accordance with verification powers, regulatory support, suspending controls and postponement of expiration dates of state services.

Further, workers who lose their source of income will receive monthly food aid starting this April.

We have made an appeal to the "*Instituto Mexicano del Seguro Social*" (The Mexican Institute of Social Security), INFONAVIT, *Comisión Federal de Electricidad* (The Federal Electric Commission), Aguakán, as well as service providers in the banking, mobile phone, television and internet service sectors, to analyze the current situation and identify a plan of action to avoid punitive measures against families in need who depend on these services.

I also called upon owners of shopping centers, supermarkets, pharmacies, gas stations and convenience stores, to maintain their supply and avoid abusive price gouging which, if it occurs, will be punished to the full weight of the law.

Let us remember that generosity always has positive outcomes; therefore, if we take care of our workforce now, sustain our hotel infrastructure, restaurants, airports, ports and tourist services, we will certainly be ready to launch an immediate promotion plan and accelerate the recovery.

This is how we can speed up the solution to this problem. Times like these test our institutions, our systems, our ability to respond to issues as a world tourism leader, as well as our character as a society.

We must support each other as a great family and be an example of moderation, generosity and vision, for future generations of Quintana Roo.

I want to insist that the key to success is teamwork. This is why I invite you to fully participate in this strategy. Your involvement is essential. Rest assured that you will have the gratitude of the entire state of Quintana Roo, and the recognition and appreciation of your government.

I wish to reiterate my message of solidarity with and respect for the people of Quintana Roo. Together we will get through this.

**Sincerely,
The Governor of the State of Quintana Roo**

Carlos Joaquín



WEBINAR INVITATION

The Quintana Roo Tourism Board invites you to the presentation:

Maintaining Traveler Confidence In Visiting the Mexican Caribbean

Join Darío Flota, CEO of the Quintana Roo Tourism Board, who along with his team will present the latest facts regarding Coronavirus (COVID-19), preventative actions and preparations underway, and strategic communications recommendations for the travel industry to maintain traveler confidence.

The webinar will be presented twice, once in Spanish and a second time in English:

Wednesday, March 4, 2020

Presentation in Spanish at 11:00 am Cancun time (EST)

Presentation in English at 11:45 am Cancun time (EST)

Message from the Governor of Quintana Roo, Carlos Joaquín in which he presents the plan “Juntos Saldremos Adelante” (Together We Will Succeed) to confront the coronavirus crisis
Chetumal, Quintana Roo, March 19, 2020

Friends,

I address to you again in this information updating stage to share some important announcements to better organize ourselves and face the Covid-19 situation, united and with greater efficiency.

We must achieve the least impact on health and face the strong impact on the economy of our families derived from the fall in world tourism. However, I am sure that like the previous times and with so many challenges we have faced, together we will succeed.

I can inform you that in the state, as of 3:00 pm today, March 19, 2020 we have detected 72 suspected cases, of which 46 are negative, 20 are under study and 6 have tested positive.

All of them in the viral import scenario, 1 Mexican-Italian and 5 Mexican. All of them are in isolation under control, one in the hospital and 5 in their homes.

People with whom they had contact have been detected, isolated and are under epidemiological surveillance. We remain in Phase 1 of the protocol of the World Health Organization that establishes the use of preventive hygiene and we have incorporated measures of social distancing.

To be better organized we have designed a plan that consists of 3 parts:

1. First, save human lives, save human lives above everything, taking care of the health of every person that lives in Quintana Roo.

2. Support families during this health and economic crisis.

3. Recovery of the economy once the crisis is over.

Stage One: Let's Save Lives

1. Identification of cases and contacts to avoid further contagion.
2. Isolation and clinical and epidemiological monitoring of identified cases and their contacts.
3. Since January in Quintana Roo we have been preparing ourselves by training more than 1500 people of the health services staff, including doctors, paramedics and nursing personnel, we also have 12 hospitals to care for it.
4. I have instructed that some new health centers and hospitals that have not yet started operations, such as the health centers in Nicolás Bravo, Othón P. Blanco, Leona Vicario in Puerto Morelos and Tulum, as well as the Oncological Hospital in Chetumal, may be adapted for this type of care.
5. If necessary, we could use facilities such as the Cozumel, Chetumal and Cancun convention centers.
6. Quintana Roo Police, Army, Navy and National Guard personnel have been trained to detect cases, in addition to asking all who have symptoms and have made a trip abroad to notify so we can take care of them.
7. We established controls with health questionnaires, thermal cameras and thermometers at all points of entry to the state, to identify people with symptoms.

Second stage: Support for families in the stage of health and economic crisis

1. During this stage we will give tax incentives to companies that show solidarity with their workforce.
 - a. Subsidy deadline extensions
 - b. Deferral of payment of state taxes
 - c. Reductions in amounts to be paid
 - d. Suspension of time limits in matters of verification powers
 - e. Suspend audit acts
 - f. Regulatory supports
 - g. Postponement of expiration dates of state services
2. Support for family finances
 - a. We will make an agreement with the employers so that the workers do not lose their jobs or a pre-paid salary is agreed during the contingency.
 - b. We will provide monthly food support for each household from the state government starting in April for those families who lose jobs or their source of income.
 - c. We urge Mexican institutions like Seguro Social, Infonavit, Comisión Federal de Electricidad, Aguakán, as well as the banking, commercial, cell phone, pay television and internet providers sectors, to make an analysis and achieve flexibility in terms of collections and avoid

suspending services to families that are seriously affected in the contingency, avoiding credit bureau and sanctions.

d. I urge shopping malls, supermarkets, pharmacies, gas stations, convenience stores to keep up the supply and avoid abuse with unjustified price increases.

Third stage: Immediate recovery of our destinations

1. Based on the fact that, we will maintain our staff of expert workers and how we want the quality of our hotel infrastructure, restaurants, airports, ports and tourist services to be maintained in good condition, we would be ready for immediate promotion and accelerate recovery.
2. We will seek to reschedule all the events that were suspended or postponed and ensure that the tourists that changed their travel plans come back to our destinations.
3. We will come up with attractive packages and promotions for immediate activation of our destinations.
4. We will have promotional campaigns aimed at key national and international markets.

We want to get ahead in solving the problem.

We will continue to report continuously on how we are progressing.

I want to insist that the key is teamwork. Times like these put institutions, systems, solidarity and character to the test.

We must lean on each other as a big family and show the world again why we are a warm, trustworthy tourist power. Be an example for the

future generations of Quintana Roo residents of mettle, generosity and vision of the future.

We will reiterate our principle as a society: Together, we will succeed.

CORONAVIRUS / Covid-19

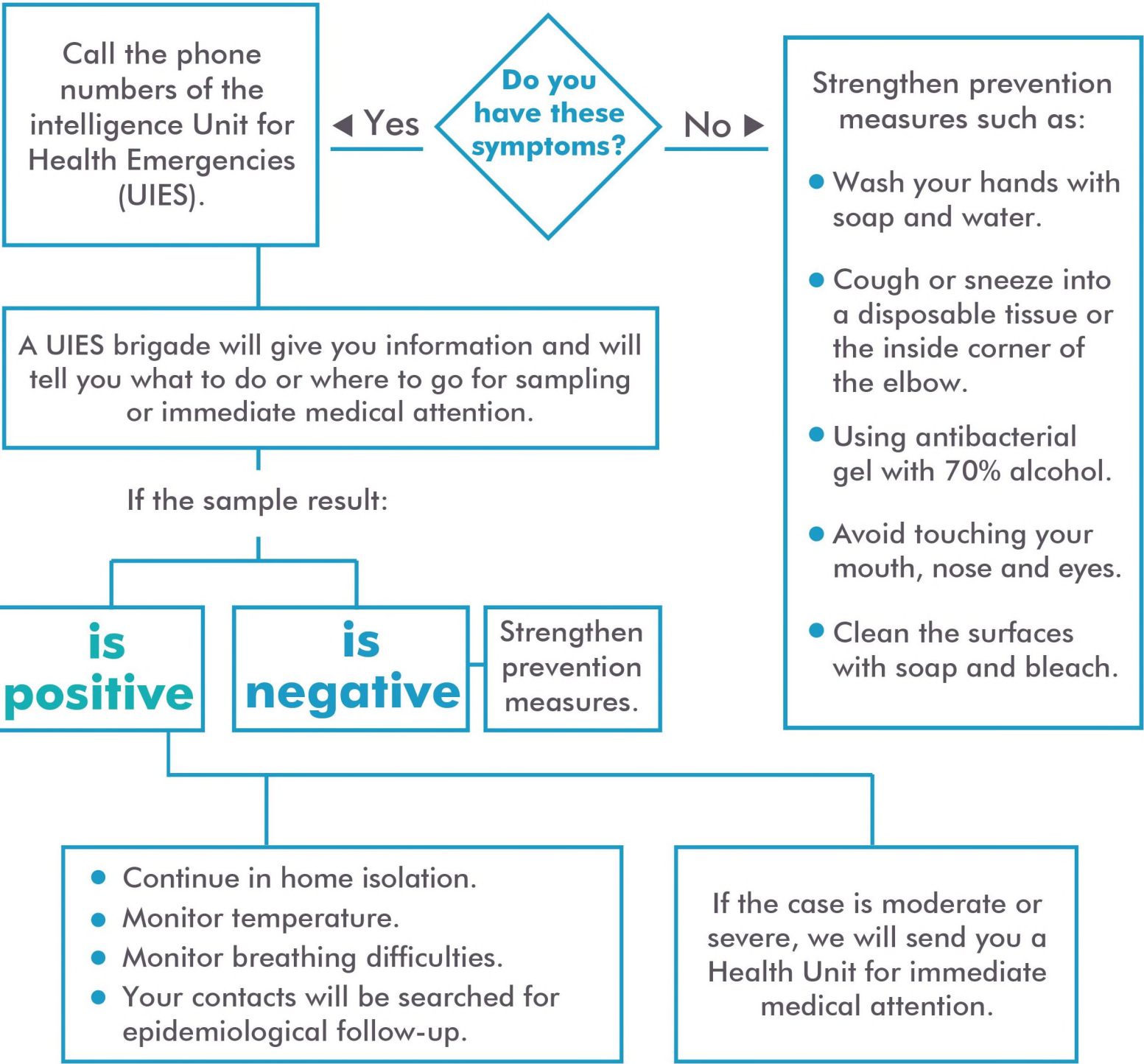
Citizen Flowchart

If I have:

- 38-degree fever
- Cough
- Sore throat
- Muscle pains
- Difficulty breathing
- Headache
- Joint pain

If I also have:

History of having traveled abroad and/or had contact with a suspected or confirmed case of Covid-19 in the previous 14 days.



Intelligence Unit for Health Emergencies (UIES)



800 277 4780
Call Center Turismo
800 83.29.198
Quintana Roo
800 00.44.800



Message from the Governor of Quintana Roo Regarding Coronavirus (COVID-19)

Cancun, Quintana Roo. March 16, 2020.

Hello all, I want to update you on the subject of Covid-19 or Coronavirus in Quintana Roo.

As you may recall, last Friday we detected the first positive case in the state, and since then we have been working on enhanced guidelines to safeguard the entry points to the state, to take care of our people and families, and also those who visit us from different parts of the world.

The instructions I have given have to do with the information phase, information that will be provided every day by the Quintana Roo Ministry of Health (SESA) through which we will be reporting the number of cases that we have and the most important actions that are being done day by day.

We have also implemented actions within our schools to reduce risks of spread among teachers and students. Classes will be suspended on March 20 until April 20th, extending by two weeks the already planned Easter holiday.

In the meantime, this week we are holding health check-ups in schools for children and youngsters to detect those who have a respiratory disease and ensure they receive prompt treatment. At the same time, we will be checking temperatures of students as they arrive to school each day until this extended school break period begins.

As for the various entry points in Quintana Roo, I must point out that the airports, ports and the southern border – which includes the two entry gates between Belize to Mexico – have implemented measures with different equipment such as infrared thermal cameras that review the temperature of individuals and hand-held thermometers which will be used to review all individuals arriving. These efforts, combined with a general health questionnaire for all international arrivals, will allow us to document the health conditions and risks and evaluate granting entry to our state based on this information.

I must mention that according to the World Health Organization, reviewing temperature through thermal scanners is not completely effective, however it has shown value and we want to take all measures possible that we can for the well-being of all of the people of Quintana Roo.

We have also launched training programs for hoteliers, industry leaders, transport staff, restaurants, shopping malls and lodging platforms so that they know how to monitor for symptoms of COVID-19, who to contact should there be an individual who needs medical attention, as well as how to implement the strict hygiene measures across locations in order to minimize risks.

Furthermore, I have requested the Quintana Roo Minister of Labor to inform all companies and work centers about the necessary hygiene protocols to protect workers and our work sites, which is very important.

In terms of sharing regular updates on cases and important COVID-19 data, I wish to share that as of today 43 suspicious cases have been tested, 21 were negative, 18 are still under review and 4 have been confirmed positive. The four positive cases, from the municipality of Benito Juarez, all involve Mexican residents and nationals who were visiting foreign nations and came into contact with someone that tested positive for COVID-19. We are working to support all of these individuals, who are already in isolation and receiving treatment, to ensure there is no risk of spread.

We are working tirelessly to prevent risk to our people and for this reason additional preventative measures have been taken. Phase 1 measures include frequently washing hands with soap and water, using antibacterial gel, increasing hygienic measures, looking out for where we put our arms and hands, like common tables or in our workplace, and keeping all common-use surfaces clean. We should also be avoiding handshakes, kissing hello and maintain a social distance between persons of at least one meter.

We also want to be proactive and incorporate some Phase 2 measures into our current plan, in order to increase our ability to minimize risks. We want the epidemic curve to stay as low as possible through our prevention and precautionary measures. It is important to note that while take these actions, there is no order to stay at home. However, it is important to take care of our families and minimize social interactions to only those necessary, with proper precautions such as avoiding crowds and maintaining a distance of at least one meter.

At the State Government level, we have postponed every large-scale event we have on the agenda. We will reschedule them for later in the year, with the goal of taking care of our families and avoiding risk of community spread.

People will ask me if it is necessary to stay at home for an indeterminate period of time. The answer is that is no, not at this time. We must pay close attention to the emotional impacts of such measures and not generate anxiety and anguish if it is not necessary through extreme isolation measures.

That is why it is not required to stay at home permanently at this time. However, in order to avoid this unwanted scenario, it is important to diligently follow all other prevention measures.

Please, let's take care of each other. Solidarity is important and following every prevention recommendation is what will help Quintana Roo move forward, avoiding the spread of COVID-19 in our state and resolving the risk from this pandemic as soon as possible.

Finally, I suggest everybody to share this information, follow the updates through official channels and to remind you that we trust deeply in the solidarity of the families in Quintana Roo.

Many thanks.

QUINTANA ROO

TOURISM BOARD

Conservation Strategies for Healthy Reefs in Cozumel

- As part of the conservation strategies that the National Commission of Natural Protected Areas (CONANP) is carrying out throughout Mexico, the Cozumel Reefs National Park will maintain a **partial** and **temporary** closure in some areas within some areas of the park, beginning October 7, 2019 and until December 15.
- The temporary closure is a positive action for the reef's health and will include three areas in the Arrecifes de Cozumel National Park: Colombia, El Cielo and Palancar.
- The main goal of this strategy is to give this fragile ecosystem time to regenerate itself. The best conserved area of the National Park has experienced the negative effects of climate change, which include reef diseases such as "White Syndrome", the arrival of invasive species such as the "Lionfish", and increased concentrations of nutrients of human origin in the park's waters as a result of increased tourist visitation.
- The partial and temporary closure of the National Park will suspend tourism and recreational activities in the area. Studies conducted by the German Cooperation Agency (GIZ) found that 80% of the diving and snorkeling activity in Cozumel takes place within the National Park, which receives one million 800 thousand direct users per year (1,800,000). While these visitors are willing to pay an average of \$160 USD per person for each trip to maintain the reefs in their best state of conservation, jeopardizing water transparency and biodiversity in Cozumel and its reefs will diminish tourism by 12% per year, representing a potential loss of nearly 79 million dollars every 12 months.

QUINTANA ROO

TOURISM BOARD

- It is important to point out that the reefs that will remain temporary closed to tourists and recreational activities represent only 21% of the diving and snorkeling sites that can be visited within the Cozumel's National Park.
- On December 15, underwater activities in the area will resume, with a rotating closing strategy that incorporates other reefs. These actions give visitors certainty that they can continue enjoying Cozumel and, at the same time, participate in its conservation.



Official Information from the Government of the State of Quintana Roo

THE MEXICAN CARIBBEAN CONTINUES TO WELCOME VISITORS AND REMAINS VIGILANT WITH RIGOROUS COVID-19 PREVENTION ACTIONS

QUINTANA ROO, MEXICO – March 14, 2020. The state of Quintana Roo in Mexico – home to the Mexican Caribbean’s most popular tourist destinations including Cancun, Playa Del Carmen, Riviera Maya, Cozumel Island, Tulum, Isla Mujeres, Puerto Morelos, Isla Holbox and Grand Costa Maya – continues to welcome visitors while maintaining rigorous protocols to ensure the detection, prevention and minimization of risks associated with COVID-19.

After nearly two months of coordinated measures across the government and private sector, only one confirmed case of COVID-19 has been reported in the State of Quintana Roo. On the afternoon of March 12, a 71 year-old female, an Italian citizen who was recently in Italy, reported symptoms and on March 13 test results confirmed positive for COVID-19. All health protocols were implemented, including isolation of the patient and beginning appropriate treatment, as well as tracing the individuals they came into contact with, none of whom have symptoms or have tested positive for COVID-19. The patient and all individuals they came into contact with are now undergoing a period of isolation and treatment.

The global COVID-19 situation is receiving the highest levels of attention and action by the Quintana Roo State government – with supervision by the State’s Ministry of Health – as well as the private sector and the wider travel industry. Due to these efforts, the risk to visitors remains among the lowest in the world. There is currently no impact to the visitor experience, and as such all destinations in the Mexican Caribbean are open for business.

We warmly invite travelers to enjoy the incredible hospitality, beautiful weather and beaches, culinary, entertainment and adventure activities, while also requesting that they follow CDC recommended guidelines for hygiene.

In summary:

- **There has been only one imported case of COVID-19 in the Mexican Caribbean in nearly two months**, and it was quickly detected, their contacts identified and while none have presented symptoms, all are under a 14 day isolation period.
- **Because of the low risk, the CDC has no recommendation against visiting the State of Quintana Roo due to COVID-19** unless you are a member of a high-risk group where non-essential travel anywhere in the world should be avoided ([link to high-risk group information](#)).
- **There are no travel bans or restrictions for visitors returning from Quintana Roo to the United States or any other foreign country**, as long as you have not also visited a country with a “Level 3 travel health notice” by the CDC within 14 days as well ([link to list of countries](#)).



To ensure that the State of Quintana Roo continues to offer all visitors to its Mexican Caribbean destinations an exceptional experience with the lowest level of risk possible, the following steps have been taken and will continue to be diligently implemented and monitored:

- Real-time monitoring of all international developments and recommendations from the WHO, CDC and Mexico's federal Ministry of Health and the Bureau of Epidemiology for any information to support and strengthen efforts underway.
- Ongoing communications and updates from the Quintana Roo Ministry of Health to share international protocols, best practices and other support to private companies and individuals in order to ensure all measures are taken to prevent issues as well as detect and manage risks.
 - This includes regular public communication, from videos to tip sheets for travelers and more, on best practices in detection and prevention.
- International airport operators, hotels, transportation companies, tour operators, restaurants and others are working tirelessly to ensure the highest levels of cleanliness, while monitoring for signs of illness and preparing a rapid response to contain risks and support individuals who may need assistance.
- In addition to these strong efforts in Mexico, other foreign governments, health organizations, airport operators and airlines have implemented advanced screening procedures for air travelers departing areas impacted by COVID-19. These include screening ticketed passengers before flying by reviewing their travel history, temperature checks and other health screenings at airports and while on board aircrafts, and immediately suspending further travel and contact with others for those who present symptoms.
 - These efforts, in addition to the restrictions in place in the areas that are most impacted, are greatly reducing the number of international travelers who are potentially carrying the virus and therefore greatly reducing risk overall.

We are confident that these efforts will allow our destinations to continue to welcome tourists from around the world and minimize the risks associated with COVID-19.

In order to do their part, we would also ask that all travelers follow the CDC's recommended procedures to maintain the highest levels of personal hygiene and immediately self-report symptoms that may require professional medical evaluation and support. These recommendations include:

- Wash hands with soap and water frequently, for at least 20 seconds.
- Cover your mouth and nose with tissues or the fold of your elbow if you sneeze or cough.
- Avoid contact with sick individuals and avoid crowded places if you are sick.

Additionally, the state of Quintana Roo offers 24-hour service hotlines should any tourist have questions or need any other kind of assistance while they are visiting the Mexican Caribbean:



Quintana Roo Epidemiological and Health Intelligence Unit (UIES): **800 832 9198**, Monday through Friday from 08:00 to 16:00. Saturday, Sundays and holidays from 07:00 to 19:00 or **800 00 44 800** for 24-hour service. Both provide bilingual assistance in English or Spanish.

As new information is available, we will continue to share updates to the international travel community and wish to reiterate the commitment of the State of Quintana Roo and its tourism industry to protecting the well-being of all travelers.

###



Official Information from the Government of the State of Quintana Roo
COVID-19 Statement Number 3 – March 17, 2020

THE MEXICAN CARIBBEAN CONTINUES TO WELCOME VISITORS AND REMAINS VIGILANT WITH RIGOROUS COVID-19 PREVENTION ACTIONS

QUINTANA ROO, MEXICO – March 17, 2020. The state of Quintana Roo in Mexico – home to the Mexican Caribbean’s most popular tourist destinations including Cancun, Playa Del Carmen, Riviera Maya, Cozumel Island, Tulum, Isla Mujeres, Puerto Morelos, Isla Holbox and Grand Costa Maya – continues to welcome visitors while maintaining rigorous protocols to ensure the detection, prevention and minimization of risks associated with COVID-19.

After nearly two months of coordinated measures across the government and private sector, only four confirmed cases of COVID-19 have been reported in the State of Quintana Roo. It is important to mention that all these cases have to do with individuals that live in Mexico. A Mexican-Italian and three Mexican nationals traveled abroad and had contact with someone that was positive for COVID-19. All health protocols were immediately implemented, including isolation of the patients and starting the appropriate treatment, as well as tracing the individuals they came into contact with.

The global COVID-19 situation is receiving the highest levels of attention and action by the Quintana Roo State government – with supervision by the State’s Ministry of Health – as well as the private sector and the wider travel industry. **Due to these efforts, the risk to visitors remains among the lowest in the world.** There is currently no impact to the visitor experience, and as such all destinations in the Mexican Caribbean are open for business.

We warmly invite travelers to enjoy the incredible hospitality, beautiful weather and beaches, culinary, entertainment and adventure activities, while also requesting that they follow Centers for Disease Control (CDC) recommended guidelines for personal hygiene and prevention.

Key facts to highlight:

- **There has been only four imported cases of COVID-19 in the Mexican Caribbean in more than two months.** Each was quickly detected, isolated and provided treatment, and their contacts were immediately traced and notified. All isolation protocols have been followed to minimize risk.
- **Because of the low risk, the CDC has no recommendation against visiting the State of Quintana Roo due to COVID-19** unless you are a member of a high-risk group where non-essential travel anywhere in the world should be avoided ([high-risk group definition and information](#)).
- **There are no travel bans or restrictions for visitors returning from Quintana Roo to the United States, Canada and most foreign countries,** as long as you have not also visited a country with a “Level 3 travel health notice” by the CDC within the last 14 days ([list of countries](#)). Some countries have begun to limit entry to only their citizens and permanent residents – for more details please consult your country’s State Department or this [tracker of entry restrictions by country](#).
- **International passengers arriving to the Cancun International Airport (CUN) must pass through a thermal scanner to measure body temperature.** If an elevated temperature is detected, a medical evaluation is required before entry is permitted. Additionally, all arriving passengers are asked to complete a health questionnaire and are provided information on hygiene best practices and health support services through materials and displays on 77 airport televisions.



To ensure that the State of Quintana Roo continues to offer all visitors to its Mexican Caribbean destinations an exceptional experience with the lowest level of risk possible, the following steps have been taken and will continue to be diligently implemented and monitored:

- Real-time monitoring of all international developments and recommendations from the WHO, CDC and Mexico's federal Ministry of Health and the Bureau of Epidemiology.
- Ongoing communications and updates from the Quintana Roo Ministry of Health to share international protocols, best practices and other support to private companies and individuals in order to ensure all measures are taken to prevent issues as well as detect and manage risks.
 - This includes regular public health communications for businesses, residents and visitors, including videos, tip sheets and a website with all of the latest information ([website](#)).
- International airport operators, hotels, transportation companies, tour operators, restaurants and the entire travel sector in Quintana Roo are working tirelessly to ensure the highest levels of cleanliness as well as monitoring for any signs of illness. They are prepared for rapid response measures to contain risks and support individuals should they need assistance.
 - This includes the use of thermal body temperature scanners at the Cancun International Airport (CUN) to review all incoming international passengers.
- In addition to these strong efforts in Mexico, other foreign governments, health organizations, airport operators, and airlines have implemented advanced screening procedures for air travelers departing areas impacted by COVID-19. These include screening ticketed passengers before flying by reviewing their travel history, temperature and symptom checks and should an individual be deemed as presenting a high-risk, their travel plans will be suspended.
 - These screening and detection measures that take place prior to arrival in Quintana Roo continue to greatly reduce the number of visitors who are high risk from ever arriving.
- Prevention measures have been taken in all tourist transport and main land terminals and passenger crossings. As well as large-scale training through videos made for all companies in the tourism sector, as well as preventive training and use of protection measures for taxi drivers, transporters, hotels and other forms of accommodation, restaurants, parks, water parks, among others.

These are just some of the efforts underway to ensure Quintana Roo continues to minimize risks associated with COVID-19 while warmly welcome visitors from around the world.

We also are asking that all travelers follow all of the [CDC's recommended prevention practices](#) and maintain the highest levels of personal hygiene and immediately self-report symptoms that may require professional medical evaluation and support. Highlights of these recommendations include:

- Clean your hands often with soap and water, washing for at least 20 seconds. If soap and water are not readily available, use a hand sanitizer that contains at least 60% alcohol. Avoid touching your eyes, nose, and mouth with unwashed hands.
- Cover your mouth and nose with tissues or the fold of your elbow if you sneeze or cough.
- Avoid close contact with people who are sick
- Stay at home if you are sick



Additionally, the state of Quintana Roo offers 24-hour hotlines in English and Spanish should any tourist have questions or need any other kind of assistance while they are visiting the Mexican Caribbean:

- Quintana Roo Epidemiological and Health Intelligence Unit (UIES): 800 832 9198
- Quintana Roo Guest Assist: 800 00 44 800
 - Both of them offer bilingual assistance and provide 24-hour service
- Toll-free calling is also available from six international countries:
 - Spain: 900985288
 - US & Canada: 18552673363
 - Brazil: 0 8008913052
 - UK: 0 8082345859
 - Rest of the World: +52 1 9988685180

As new information is available, we will continue to share updates and wish to reiterate the commitment of the State of Quintana Roo and its tourism industry to protecting the well-being of all travelers.

REFERENCES:

- <https://www.cdc.gov/coronavirus/2019-ncov/specific-groups/high-risk-complications.html>
- <https://www.cdc.gov/coronavirus/2019-ncov/travelers/after-travel-precautions.html>
- <https://www.nytimes.com/article/coronavirus-travel-restrictions.html>
- <https://qroo.gob.mx/sesa/nuevo-coronavirus-covid-19>
- <https://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention.html>

###



MEXICAN CARIBBEAN TOURISM INDUSTRY UNITED IN MISSION TO LIMIT COVID-19 IMPACT AND QUICKLY RECOVER

Quintana Roo, Mexico – March 24, 2020: Today the Quintana Roo Tourism Board shared an update on their united efforts with the tourism industry in the Mexican Caribbean to limit the impact from COVID-19 and prepare to recover quickly from the decline facing the global travel sector.

Since January, the State of Quintana Roo, the Quintana Roo Tourism Board, and the tourism industry have worked diligently to follow the recommendations issued by the World Health Organization (WHO), the Centers for Disease Control (CDC), as well as the Quintana Roo State Health Services Department (SESA), in coordination with Mexico's National Department of Epidemiology.

Countless actions are being implemented, including several that went beyond guidelines, to address this serious threat and do everything possible to reduce the risk of spread to the Mexican Caribbean and its destinations.

On March 20, 2020, Quintana Roo's Governor, Carlos Joaquín also announced an updated and expanded strategy for addressing the COVID-19 situation in the State of Quintana Roo, focusing on three priorities:

1. Protecting everyone's health and preventing the spread of the disease.
2. Supporting families in terms of both health and economic impacts.
3. Driving the economic recovery.

The entire tourism industry is united behind these priorities and have been working tirelessly since January on several initiatives designed to ensure that the impact from COVID-19 for the Mexican Caribbean is reduced. These actions, which are detailed below and have been enhanced and expanded overtime, will continue as they serve to both reduce immediate health risks as well as aid in the ability to recover quickly for the travel industry:

- **Ongoing, Enhanced Health Protocols:** Receiving and implementing real-time updates and guidance from the relevant health authorities on protocols, best practices and recommendations for prevention, detection and containment
- **Information Sharing:** Sharing data, materials, and best practices via a [special website](#) led the State Health Services Department (SESA) designed to inform and empower members of the industry and general public.
- **Continued Connection With the Travel Industry:** Engaging members of the international and local travel sector by sharing updates, materials, and addressing questions through a series of regular communications, a multi-lingual webinar series and Q&A with more than 870 attendees, and coordinated messaging and response to consumer questions
- **Thermal Screening at CUN:** Deploying thermal scanning cameras at the Cancun International Airport (CUN) that screen all arriving international passengers as well as requiring the completion of a health questionnaire to document potential risks prior to entry. Prevention and hygiene information has also been made available on 77 closed-circuit televisions across the airport.

QUINTANA ROO

TOURISM BOARD

- **Health & Hygiene at All Local Businesses:** Enhancing sanitization and hygiene protocols across hotels, restaurants and bars as a result of the relevant industry associations and health authorities sharing best practices and multiple initiatives by the private sector to ensure their high-traffic and frequently touched surfaces such as guest rooms, tables, elevators, switches, bathrooms, handrails and more are frequently cleaned and checked.
 - These efforts will continue and form a part of the destination's commitments to travelers as they begin to return and will expect the highest standards of cleanliness and sanitization to remain in place.
- **Advice to Visitors:** Reminding all visitors to follow the recommendations by the CDC in terms of maintaining high standards of personal hygiene and responsibility for limiting the spread of disease if one is sick
- **24/7 Support for Travelers:** Offering a 24x7, toll-free hotline available from anywhere in the world for travelers who have questions related to travel restrictions, health authorities recommendations and support should it be necessary

All of these and many other actions by the relevant authorities and private sector have demonstrated the seriousness and attention given to the risks associated with the COVID-19 pandemic and have contributed to the Mexican Caribbean's ability to be prepared, work to prevent spread, and ultimately will aid all destinations and the private sector in making a swift recovery.

The Quintana Roo Tourism Board has already activated a plan to support the economic recovery and is coordinating with the local and international travel industry, destinations, airlines, hotels, tour operators, cruise lines, travel agents and many others. Their participation in a coordinated recovery campaign for the Mexican Caribbean and its destinations including Cancun, Playa del Carmen, Riviera Maya, Isla Cozumel, Tulum, Isla Mujeres, Puerto Morelos, Isla Holbox and Grand Costa Maya, will be essential.

At the appropriate time when the State of Quintana Roo and international health authorities advise that business and leisure travel may resume, these plans will be activated in order to communicate the readiness of the destinations to receive visitors, the steps that will continue to be taken to minimize health risks, and of course promote the incredible beauty of the Mexican Caribbean and all of its diverse offerings for travelers. The campaign will include an integrated marketing strategy, new materials and content, and place a special emphasis on collaborations with tourism industry partners to target activities towards the countries and consumer groups that will provide the greatest return on investment in marketing for the destination.

As we continue to address this global health pandemic, the Quintana Roo Tourism Board and the entire tourism industry will continue working in a united manner and share updates as new information is available.

###

Maintaining Traveler Confidence In Visiting The Mexican Caribbean

Working Together to Share Best Practices and
Communicating Proactively and Consistently to Visitors



If you are seeing this screen the webinar has successfully loaded on your device.
We will begin the presentation momentarily.

Spanish presentation 11:00am to 11:45am – English Presentation 11:45am to 12:30pm (all times EST)



Updated
March 4, 2020

Introduction to Today's Webinar



Darío Flota Ocampo
CEO, Quintana Roo Tourism Board



Josh Shapiro
Advisor to the
Quintana Roo Tourism Board



Rubén Olmos
Advisor to the
Quintana Roo State Government



Who Is This Document For?

- Any member of the Quintana Roo tourism industry
 - All senior leaders of companies, organizations and government authorities
 - All staff at any company, organization or government authority
- Any member of the international tourism industry who wants to know more about the facts, strategy, actions and more related to Quintana Roo and COVID-19
 - Airlines, hotel groups, cruise lines, tour operators, travel agents, online travel agencies and other partners like associations, travel advisory creators, insurance companies and more

March 4, 2020



SESA
SERVICIOS ESTATALES DE SALUD



SEDETUR
SECRETARÍA DE TURISMO

QUINTANA ROO
TOURISM BOARD

What's Inside This Document?

- Latest facts on COVID-19 relevant for Quintana Roo
- Quintana Roo Government and other actions underway
- Recommended messaging and communications for the entire travel industry
- Toolkit of communications and other useful materials
- Action Network: Signup for updates and share questions, best practices, and ideas that will be used to update this and other documents

March 4, 2020



SESA
SERVICIOS ESTATALES DE SALUD



SEDETUR
SECRETARÍA DE TURISMO

QUINTANA ROO
TOURISM BOARD

Latest Facts on COVID-19

All facts updated as of 8:00am Wednesday March, 4, 2020
and links are provided to sources



Most Important COVID-19 FACTS for the Mexican Caribbean:

There is no reason for current or future visitors to change their travel plans due to the following facts:

- There are **Zero cases** of COVID-19 in the Mexican Caribbean
- There are **Zero travel advisories or warnings** recommending against travel to the Mexican Caribbean by any foreign government, including the U.S., Canada, and UK to name a few
- There are **Zero alerts from the CDC*** recommending changing travel plans to the Mexican Caribbean. Mexico and the State of Quintana Roo have a “Green – level 1” ranking which recommend exercising normal precautions

*CDC (Center for Diseases Control and Prevention) is one of the major operating components of the Department of Health and Human Services in the US



CDC Global COVID-19 Case Map & Travel Health Notice

Mexico has no COVID-19 Travel Health Notice from CDC due to low number of cases and low risk

<https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html>

Mexico's general Travel Health Notice from CDC remains at the lowest "Green level 1" meaning there are no reasons to avoid travel

https://wwwnc.cdc.gov/travel/destinations/traveler/none/mexico?s_cid=ncezid-dgmq-travel-single-001

*CDC (Center for Diseases Control and Prevention) is one of the major operating components of the Department of Health and Human Services in



SESA
SERVICIOS ESTATALES DE SALUD



SEDETUR
SECRETARÍA DE TURISMO

QUINTANA ROO
TOURISM BOARD

Coronavirus: Where The CDC Says To Avoid Travel Or Take Precautions

WARNING LEVEL 3	ALERT LEVEL 2	WATCH LEVEL 1
RECOMMENDATION Avoid Nonessential Travel	RECOMMENDATION Practice Enhanced Precautions	RECOMMENDATION Practice Usual Precautions
AFFECTING China, South Korea, Iran, Italy	AFFECTING Japan	AFFECTING Hong Kong



Mexico.

CDC does not currently have a COVID-19 travel health notice for Mexico.

Travelers should always avoid contact with sick people and clean their hands often by washing with soap and water for at least 20 seconds or using an alcohol-based hand sanitizer with 60%–95% alcohol.

Visit [CDCs webpage](#) for additional information about COVID-19.

□ All other countries with c

COVID-19 Global Case Numbers

Region	Confirmed Cases	Deaths
China	80,304	2,946
Others	5,853	167
Rest of Asia	5,272	36
Europe	2,725	55
US / Canada	91	10
Mexico	5	0
Quintana Roo	0	0
Global Total Cases	94,250	3,214
Global Total Recovered cases	51,026	
Global Total In Treatment Cases	40,010	

SOURCE: World Health Organization -- https://www.who.int/docs/default-source/coronaviruse/situation-reports/20200303-sitrep-43-covid-19.pdf?sfvrsn=2c21c09c_2



SESA
SERVICIOS ESTATALES DE SALUD

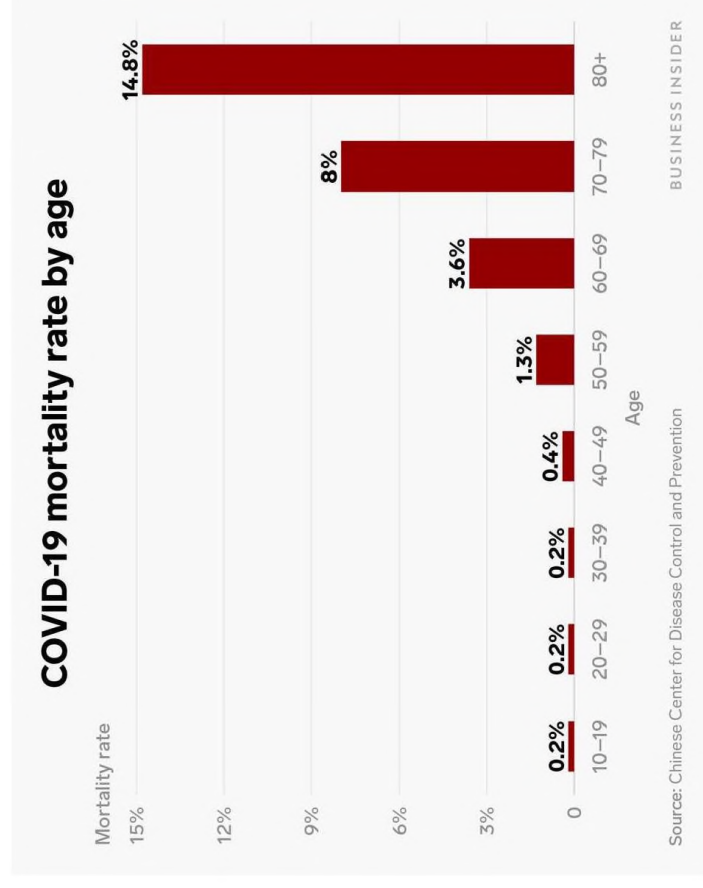


SEDETUR
SECRETARÍA DE TURISMO

QUINTANA ROO
TOURISM BOARD

Which Age Groups Are At Highest Risk?

- A study from the Chinese Center for Disease Control and Prevention finds **most at-risk group** are those over 60 years old who have pre-existing medical conditions that weaken immune systems
- Patients ages 10 to 39 had the same risk level at just 0.2 percent and those 40-49 at 0.4 percent
- The study **did not report any deaths in children** younger than 10, who represented less than 1 percent of patients
- This are preliminary estimates that will be updated as more information becomes available



SOURCE: Business Insider / Chinese Center for Disease Control and Prevention -- <https://www.businessinsider.com/who-confirms-coronavirus-global-death-rate-rises-fatalities-numbers-2020-3>

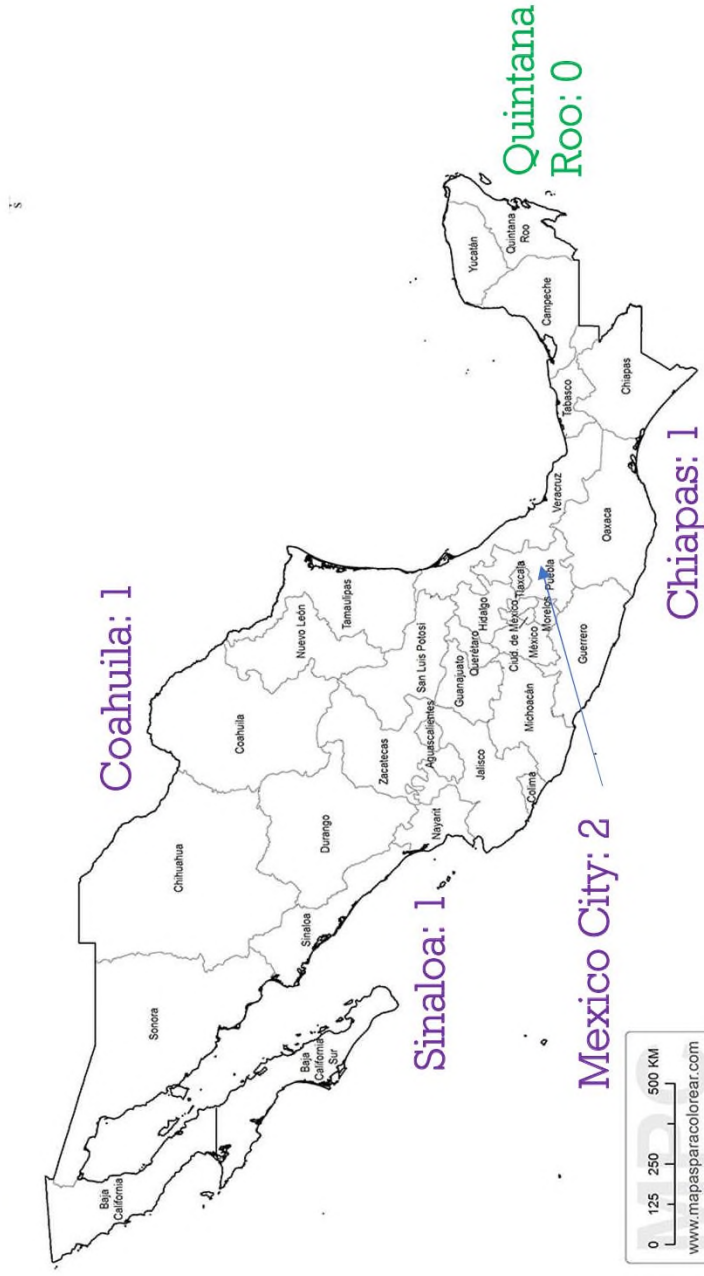


Mexico COVID-19 cases

There are 5 COVID-19 confirmed cases in Mexico.

There are zero confirmed cases in the State of Quintana Roo, which makes up the Mexican Caribbean

SOURCE: Secretaría de Salud
https://www.gob.mx/cms/uploads/attachment/file/538690/Comunicado_Tecnico_Diario_COVID-19_2020.03.03.pdf



World Travel & Tourism Council Statement

Gloria Guevara, President & CEO of WTTC and former Tourism Minister of Mexico, has first-hand experience of containing a major, viral incident after dealing with the H1N1 influenza virus in Mexico.

Today Ms. Guevara **called for governments and authorities worldwide not to overreact with disproportionate measures in a bid to control Covid-19.**

Ms. Guevara said: “Governments and those in authority must not seek to choke travel and trade at this time. Closing borders, imposing blanket travel bans and implementing extreme policies are not the answer to stopping the spread of coronavirus.

“Past experience shows that taking such extreme action has been ineffective at best. We urge governments to explore fact-based measures which don’t affect the vast majority of people and businesses for whom travel is essential.”

SOURCE: <https://www.wttc.org/about/media-centre/press-releases/press-releases/2020/choking-travel-wont-stop-the-coronavirus-spreading-warns-wttc/>



Trusted Authorities To Consult

Trusted Authorities	What they currently say about travel to QR
US State Department	No warning or advisory against travel to Quintana Roo No change in travel advisory for QR since January 2018 https://travel.state.gov/content/travel/en/traveladvisories/mexico-travel-advisory.html
Other Foreign Government State Departments (UK, CA, etc)	No warning or advisory against travel to Quintana Roo
Centers for Disease Control (CDC)	“Green Watch level 1” no warning or advisory against travel or changing plans to travel to Quintana Roo. Only normal precautions. https://www.cdc.gov/travel/destinations/traveler/none/mexico?s_cid=ncezid-dgmg-travel-single-001 Mexico not included in COVID-19 Global Health Travel Notice due to low risk. https://www.cdc.gov/coronavirus/2019-ncov/travelers/index.html
World Health Organization (WHO)	Did not recommend any travel or trade restriction based on the current information available. https://www.who.int/ith/2019-nCoV_advice_for_international_traffic-rev/en/
Health Ministry of Mexico	https://www.gob.mx/salud/documentos/nuevo-coronavirus-poblacion
World Travel & Tourism Council (WTTC)	Calls out for governments and authorities worldwide not to overreact with disproportionate measures in a bid to control Covid-19.



INTENTIONALLY REPEATED SLIDE

Most Important COVID-19 Facts for the Mexican Caribbean

There is no reason for current or future visitors to change their travel plans due to the following facts:

- There are Zero cases of COVID-19 in the Mexican Caribbean
- There are Zero travel advisories or warnings recommending against travel to the Mexican Caribbean by any foreign government, including the U.S., Canada, and UK to name a few
- There are Zero alerts from the CDC recommending changing travel plans to the Mexican Caribbean. Mexico and the State of Quintana Roo have a “Green – level 1” ranking which recommend exercising normal precautions

*CDC (Center for Diseases Control and Prevention) is one of the major operating components of the Department of Health and Human Services in the US



Coordinated Communications Across Quintana Roo Tourism Industry To Maintain Traveler Confidence



OUR GOAL: Maintain the Mexican Caribbean's Image as One of the World's Best Places to Visit

From worried travelers and businesses, to global financial markets, travel bans and cancelled flights, there is general concern today related to travelling internationally

For the Mexican Caribbean, the situation is clear
There is no reason to change or cancel plans according to the most trusted health and travel authorities and the clear facts

Our shared challenge
Avoid the possible false perception that it is risky to travel to the Mexican Caribbean



Our Strongest Key Messages

MEXICO'S CARIBBEAN DESTINATIONS CONTINUE TO WELCOME VISITORS

Zero cases of COVID-19, zero travel warnings, and CDC "Green" ranking all confirm there is no reason to change or cancel plans to visit the Mexican Caribbean

Mexican Caribbean's most popular tourist destinations including Cancun, Playa Del Carmen, Riviera Maya, Cozumel Island, Tulum, Isla Mujeres, Puerto Morelos, Isla Holbox and Grand Costa Maya, continues to welcome visitors and is prepared to ensure their safety during this time of international concern related to COVID-19. There is no impact to the visitor experience, and the destinations warmly invite travelers to enjoy the incredible hospitality, beautiful weather and beaches, culinary, entertainment and adventure options that are open for all to enjoy.

There is no reason for current or future visitors to change their travel plans due to the following facts:

- There are **Zero cases of COVID-19** in the Mexican Caribbean
- There are **Zero travel advisories or warnings recommending against travel** to the Mexican Caribbean by any foreign government, including the U.S., Canada, and UK to name a few
- There are **Zero alerts from the CDC recommending changing travel plans** to the Mexican Caribbean. Mexico and the State of Quintana Roo have a "Green – level 1" ranking which recommend exercising normal precautions

Given these facts, **Mexico's Caribbean destinations remain among of the safest and most enjoyable destinations in the world.**



Communications Best Practices: Always Use Trusted, Official Sources

- By using trusted, official sources in all communications we will create more confidence
- State Departments, WHO, CDC and more will be the most trusted sources during this time by international audiences
 - And these sources all say there is no reason to change or cancel travel plans to the Mexican Caribbean
- When shared, the date and source should always be mentioned. We should share links whenever possible to provide transparency.



Communications Best Practices: Be Consistent Across All Communications

Ensure that all communications channels of the industry and it's companies and organizations are using consistent messaging to address consumer questions during this time.

- Website – notices, news, FAQ, online chat services, etc.
- Social media - posts and response to questions
- Emails -
 - Loyalty members
 - Booking confirmations / Plan for your Trip messages
- Phone – hotlines, all properties (tip: Do test calls to your call centers)
- Partners (agents, etc.)
- Signage at properties



Communications Best Practices: Tonality of Seriousness and Positivity

- Tone of verbal and written communication can be critical in conveying authority, confidence and persuading audiences
- It is important that public materials, messages and more inspire confidence that this matter is being taken very seriously, yet do not sound defensive and do not create a panic when none is necessary
 - Quoting trusted sources and avoiding opinions can help
- Positivity is also important. Positively confident in the actions being taken to prevent, detect, and manage. Positivity because there are zero cases in the Mexican Caribbean and zero reason to change travel plans.



Communications Best Practices: Show Empathy For Traveler Concerns

- Recognize that potential travelers are stressed and worried, and their concerns are understood given media stories that do not always provide all of the facts and context
- How can we show them that we share their concern?
 - By saying we appreciate their questions and contacting us
 - By offering honest information from trusted sources, with specifics
- We can also remind them that their safety is also the safety of our staff, our friends and families in the Mexican Caribbean, too:
 - We are working hard to avoid any risk, for visitors but also to protect our colleagues, friends and family as well



Communications Best Practices: Share Real Visitor Experiences

- Continue promoting positive news, activities, new products and more that are happening in the destination. This is the time to showcase that we are open for business and helping millions of visitors each month have an amazing experience .
- Consider posting and sharing more social content from real visitors
 - Consider increasing social media posts showcasing real visitors, busy pools, beaches and venues
 - Explore how the hotel can inspire more posts in social media of real experiences in the coming days and weeks – form contests/prizes and more



Communications Toolkit Available

- This document – all information is from official sources and can be used anywhere to support industry communications during this time
- Key messages and Q&A document – provides much of this information and anticipated questions and suggested answers for the general public
- Will be updated on a regular basis based on new information and feedback from the industry

**Link to download available at the end of this webinar*



SESA
SERVICIOS ESTATALES DE SALUD



SEDETUR
SECRETARÍA DE TURISMO

QUINTANA ROO
TOURISM BOARD

Actions Underway To Prevent The Spread of COVID-19 To Quintana Roo



International Actions Underway

- Foreign governments, health organizations, airport operators and airlines have implemented advanced screening procedures for air travelers in the areas impacted by COVID-19.
- These include screening ticketed passengers before flying by reviewing their travel history, temperature checks and other health screenings at airports and while on Board aircrafts, and immediately suspending further travel and contact with others for those who present symptoms.
 - These efforts, in addition to the restrictions in place in the areas that are most impacted, are greatly reducing the number of international travelers who are potentially carrying the virus and therefore greatly reducing risk overall.

SOURCE: Public Statement shared on February 28, 2020, to Action Network by SESA, SEDETUR and the Quintana Roo Tourism Board. Statement available in the toolkit link provided at the end of the document



Actions by Health Services Department of Quintana Roo (SESA)

Real-time monitoring of all international developments and recommendations from the WHO, CDC, and Mexico's federal Ministry of Health and the Bureau of Epidemiology, any information to support and strengthen efforts underway.

Ongoing communications and updates from the Quintana Roo Health Services Department (SESA) to share international protocols, best practices and other support to private companies and individuals in order to ensure all measures are taken to prevent issues as well as detect and manage risks

- This includes regular public communication, from videos to tip sheets for travelers and more, on best practices in detection and prevention
- Latest information, protocols, materials and more available at <https://qroo.gob.mx/sesa/nuevo-coronavirus-covid-19>

SOURCE: Public Statement shared on February 28, 2020, to Action Network by SESA, SEDETUR and the Quintana Roo Tourism Board. Statement available in the toolkit link provided at the end of the document



Quintana Roo Actions: Guest Assist

- As part of Quintana Roo's commitment to visitor satisfaction and assistance in times of need, the Guest Assist platform was created to offer a 24x7 resource for visitors, including a dedicated bilingual staff, a mobile application, and free hotline (800 004 4800).



TOURIST ASSISTANCE PROGRAM

Provides assistance and guidance to national and foreign tourists who visit the state of Quintana Roo, particularly those in situations where their wellbeing or belongings are affected.

WWW.GUESTASSIST.MX | DOWNLOAD GUEST ASSIST!

- The platform provides anyone visiting our state with information and guidance to those who find themselves in emergency situations where their wellbeing or belongings are affected.

- All this is possible thanks to a centralized directory of both, private and governmental institutions, whose procedures come into play when resolving these matters.

Download it now, available on both iOS and Android devices or visit: www.guestassist.mx



Quintana Roo Tourism Board Actions

- Through the Quintana Roo Tourism Board's Action Network, the following activities have been undertaken to support the industry during this time:
 - Official public, media and industry statement on Friday, February 28, 2020 with comprehensive information on Quintana Roo's low risk level for COVID-19
 - Statement provided in toolkit
 - Today's webinar to share key facts, communications recommendations and consolidate information COVID-19 relevant for the industry
 - Toolkit of materials available to all industry members
 - Commitment to ongoing updates as new developments take place



Quintana Roo Actions by Tourism Industry Associations

- Hotels Associations are taking actions to ensure the safety of national and international tourists but also the staff, which also means the safety of colleagues, families and friends.
- Some suggestions to their members include:
 - Remain calm & monitor official information from the trusted authorities
 - Activate existing hygiene protocols for increased prevention
 - Select person that will be in charge of coordinating the preventive actions in their premises
 - Share the prevention and hygiene actions to all of the staff members and guests
 - Check on the health condition of the staff members, and direct them to the Health Institutions in case they present symptoms
 - Offer support to any guest that needs assistance
 - Do not accept or spread rumors or unconfirmed information
 - Keep close communication with the associations and relevant authorities

SOURCE: Cancun Hotel Association, Riviera Maya Hotel Association, and Puerto Morelos and Isla Mujeres Hotel Association



Prevention, Detection and Other Protocol Recommendations for the Travel Industry





Detection, Prevention and Protocols Recommended by Quintana Roo Health Services








The Quintana Roo State Health Services department (SESA), which aligns with Mexico's National Bureau of Epidemiology and the Ministry of Health, has developed a webpage with useful information regarding Coronavirus for the general public as well as businesses.

- How to Protect Yourself
- Advice
- Tips for Tourists
- Good Habits to Avoid Contagion
- Official Statements

<https://qroo.gob.mx/sesa/nuevo-coronavirus-covid-19>



Actividades y buenos hábitos para prevenir enfermedades

	HIGIENE	CAPACITACIÓN/INFORMACIÓN	LIMPIEZA	HÁBITOS SALUDABLES
 HOGAR	Lavarse las manos al llegar de la calle, antes de preparar los alimentos y comer, antes y después de ir al baño.	Conversar en familia sobre las actividades y buenos hábitos para prevenir enfermedades.	Realizar limpieza regular del hogar con los productos que generalmente utiliza.	Tome agua pura, duerma lo suficiente, consuma frutas de temporada y realice ejercicio.
 ESCUELA	Lavarse las manos antes de comer el Snack o el alimento que lleva, después del receso y antes de regresar al salón.	Maestros: capaciten a sus alumnos sobre las actividades y buenos hábitos para prevenir enfermedades.	Limpie regularmente los baños, salones, comedores y la tienda escolar. Use los productos de costumbre.	Si está enfermo, consulte a su médico y quédese a reposar en casa.
 TRABAJO	Lávese las manos antes y después de ir al baño.	Empleadores: capaciten a sus empleados sobre actividades y buenos hábitos para prevenir enfermedades.	Mantenga limpia su área de trabajo y los baños a los que acude. Use los productos que regularmente usa.	Si está enfermo, consulte a su médico y quédese a reposar en casa.
 PLAZAS Y PARQUES	Desinfecte sus manos con alcohol gel si entró en contacto con superficies sucias.	Obedezca las señales que la autoridad coloca para su bienestar.	No tire basura en la calle, deposítela en los contenedores designados.	Utilice estos espacios para recrearse junto a su familia o hacer ejercicio de forma regular.
 CINES Y TEATROS	Ponga sus desechables en la basura, no la tire en los pasillos ni en las butacas.	Obedezca las señales que el establecimiento coloca para su seguridad.	Dueños de establecimientos: Realicen limpieza del lugar después de cada función y regularmente en los baños.	Si está enfermo, consulte a su médico y no acuda al cine o teatro, o algún otro lugar de concentración de personas.
 TRANSPORTE PÚBLICO	Desinfecte sus manos con alcohol gel después de usar transporte público o lávese las manos lo antes posible.	Obedezca las señales que la autoridad coloca para su bienestar.	Concesionarios: Realicen limpieza de las unidades con la regularidad normada.	No consuma alimentos mientras usa el transporte público. Si va al médico y tiene los estomudos: use cubreboca.
 RESTAURANTES	Lávese las manos después de ir al baño y antes de ingerir sus alimentos.	Dueños: capaciten a sus empleados sobre las actividades y buenos hábitos para prevenir enfermedades en ellos y sus clientes.	Realicen la limpieza de los pisos, mesas, sillas de recepción con regularidad. Aplique las medidas normadas para la cocina y áreas.	Consuma productos bien cocidos y prefiera lugares con evidente limpieza y de preferencia tome agua pura.
RECUERDE: Al toser o estornudar, utilizar el estornudo de etiqueta, que consiste en cubrirse la nariz y boca con un pañuelo desechable o con el ángulo interno del brazo.				



Detection, Prevention and Protocols Recommended by Quintana Roo Health Services

PROTOCOL: According to the guidance provided by the health authorities, if a person of any age presents the symptoms listed in the graphic to the right

AND has either

- 1) been in contact with someone confirmed with COVID-19 or under investigation, or
- 2) visited recently countries with COVID-19 community transmitted cases (China, Hong Kong, South Korea, Japan, Italy, Iran or Singapore

➔ then they should contact immediately the health department for instructions on receiving medical attention.

Quintana Roo Epidemiological and Health Intelligence Unit (UIES)

800 832 9198, Monday through Friday from 08:00 to 16:00. Saturday, Sundays and holidays from 07:00 to 19:00 or **800 00 44 800** for 24-hour service

Both provide bilingual assistance in English or Spanish

SOURCE: <https://qroo.gob.mx/sesa/nuevo-coronavirus-covid-19>



• Fever
• Cough, sneeze
• Malaise
• Headache
• Difficulty breathing
(in severe cases)

Do not self-medicate, call 800-0044-800 to guide you and notify to health personnel about your travel history.

What Everyone do? From local residents to members of the industry and tourists, we all should...

Follow the recommended procedures to maintain the highest levels of personal hygiene and immediately self-report symptoms that may require professional medical evaluation and support. These recommendations include:

- Wash hands with soap and water frequently, for at least 20 seconds
- Cover your mouth and nose with tissues or the fold of your elbow if you need to sneeze or cough
- Avoid contact with sick individuals and avoid crowded places if you are sick

SOURCE: Public Statement shared on February 28, 2020, to Action Network by SESA, SEDETUR and the Quintana Roo Tourism Board. Statement available in the toolkit link provided at the end of the document



Suggestion to the Travel Industry: Little touches go a long way for building confidence and have the potential for real impact

- Offering hand sanitizer in high traffic areas (check-in counters, restaurants, bars, etc.)
- Guest information displays and cards
- Additional cleaning practices and frequency in high-traffic areas where tourists are touching the same things and coming into close contact
- Offer free temperature checks to any guests who don't feel well



What Are Your Best Practices?

- We want to know, so we can document them and consider sharing them to this wider group
 - Any communications materials you feel are valuable
 - Any actions, protocols or other initiatives taken in your business (hotel, restaurant, etc.) to help prevent, detect and respond to this situation
 - Any consumer feedback, questions or insights
- Please submit to ActionNetwork@CPTQ.MX
 - Before sharing anything to a wider group we will solicit your approval and offer to make anonymous



How To Receive Updates, Share Questions and Best Practices To Strengthen Our Response



Register for Action Network To Receive More Updates & Participate

- Register to join the Quintana Roo Action Network which was established in 2018 to respond to issues such as COVID-19 and share helpful information to help the tourism industry
 - To join and receive the weekly newsletter with overall news as well as all COVID-19 materials and updates, visit this link to register:
 - <https://cptq.us19.list-manage.com/subscribe?u=63508d3c64bd73923472db836&id=8f62beff2>
 - Feel free to invite others who you think should be a part of this initiative
- If you have questions, best practices to share, or suggestions for content or other information you would like to receive, send us a message at ActionNetwork@CPTQ.MX

COMMUNICATIONS TOOLKIT: <https://lion.box.com/v/CPTQ-COVID-19-TOOLKIT>

Note: All materials will be dated and older versions will be removed as updated



For Questions or Further Information Contact:

ActionNetwork@CPTQ.MX



Message from the Governor of Quintana Roo Carlos Joaquín regarding the Coronavirus epidemic in the state.

Cancun, Quintana Roo. March 31st, 2020.

Dear friends,

We are at a critical moment as a society, a time in which Mexico is going through a delicate situation spurred by a global epidemic.

For that reason, the State of Quintana Roo has maintained search protocols for each of the possible positive cases of COVID-19 to ascertain individuals' location and their contact with others. With this in mind, I have decided to increase the current measures of social distancing.

1. It is essential to increase these measures in order to slow down the speed of infection. Let me be clear, safe distance is no longer enough, we must stay at home. Stay home and don't go out!

I have asked the Ministry of Public Safety and the National Guard to support us in asking people to stay home.

2. We have to be even more vigilant about who enters and who leaves our state, increase health screenings and mandatory self-declaration at bus stations and airports. We are also installing health controls at the seven highway entrances to the state, from Yucatan and Campeche.

3. We will also monitor internal mobility. In coordination with the municipal authorities we are placing filters all along the highway between Chetumal and Cancun, taking care of the entrances and exits to the cities. The intention is to detect people with symptoms of the illness and to diminish its spread.

I ask for your understanding for the inconvenience that this may create, and ask for your continued support in following public health advisories. Anyone who does not obey will be liable to the sanctions established by our laws.

4. We will increase official communications to the general public imploring everyone to stay at home. We must not pay attention to false and alarmist news that only seek to confuse and divide us. Through 911 and all state and municipal communication channels you will be able to express your doubts and needs.

5. All State Government personnel are working from home and remain vigilant where it is needed, adhering to the preventive measures of hygiene and distance. The Health, Civil Protection, Water Department, Public Security and Justice, Commercial Regulation and

Transportation personnel continue to work on the front lines of this epidemic, and as such we are taking care of them with adequate protection equipment.

6. We have agreed with supermarkets, convenience stores, pharmacies, water bottlers, tortilla shops, gas stations and gas companies to keep the supply at appropriate times for the welfare of the population. We will make sure that public services work properly.

I want to insist that safe distance is no longer enough. Stay home! Let's take care of our parents, grandparents, our families, let's all take care of ourselves. To you, people of Quintana Roo, I ask you to stay home, that's your task.

In order to save lives, we are increasing the number of trained personnel, hospitals, health centers, beds, ventilators and monitors in the State in accordance with the World Health Organization model.

In coordination with the Mexican Army and INSABI we are also activating the oncology hospital in Chetumal and the new health center in Tulum to increase capacity for patients.

On another front, in order to protect families' income, we have brought together more than 1,000 companies in a solidarity pact for Quintana Roo. We have found ways to sustain our residents' jobs by offering fiscal incentives to business owners.

I thank all members of the business community who have heeded our call to give back to the families of Quintana Roo. However, not all business owners have joined this effort; there are those who have dismissed their workers. With the Ministry of Labor and Social Welfare of the State, we have initiated a plan to defend the rights of the workers with immediate, special and direct attention, which will force the employers to comply with their obligations. To those citizens who have lost their jobs during this time please know you are not alone, we will apply the law on your behalf and we will support you.

We continue to insist to the Federal Electricity Commission to defer collection of charges from those who cannot pay, and we will monitor their actions to ensure they do not cut off service. We are working with the IMSS, INFONAVIT and FONACOT to defer payments and avoid sanctions. Internet, cell phone and pay TV providers have responded to our request to be flexible during this contingency and avoid service disruption or punitive measures – to them I say thank you.

Without a doubt, two elements that are fundamental for families' peace of mind are food and security.

For the first one, in coordination with the Municipal Presidents we will deliver food door to door to those who need it the most, with special attention given to those who have lost their jobs or have seen their income decrease. We are talking about more than 400,000

households across the state. They are a part of the great Quintana Roo family who need our help.

This week we will present the program and explain how it will operate. Let there be no doubt: we are with all of you and my priority is that you and your family have food to eat.

In terms of security, we are working on cybernetic surveillance to detect and prevent looting and vandalism, fraud or extortion. Thanks to more than 2000 cameras throughout the state, we are able to detect, prevent or react to any crime. We carry out continuous patrols with police troops in all cities through maximum presence operatives and supervising safe trade operations.

I have always been aware of your concerns and the requests raised by the people of Quintana Roo. The most important thing for me is to listen to you and to be close to you, because I know that he who listens is not mistaken. You have expressed to me the importance of quick, decisive actions against the epidemic, by working with experts and without any political bias.

We are living very difficult times today. It is only through our teamwork that Quintana Roo will remain the place we are all proud of, the place we choose to live in. We cannot fail, the younger generations are watching us and trust us. There is no room for doubt or hesitation. No one should be excluded and no one can be left behind.

The time for action is here and now.

Together we will succeed.



WEBINAR SAVE THE DATE & TIME

The Quintana Roo Tourism Board invites you to the presentation:

Maintaining Traveler Confidence in Visiting the Mexican Caribbean

Join Darío Flota, CEO of the Quintana Roo Tourism Board, who along with his team will present the latest facts regarding Coronavirus (COVID-19), preventative actions and preparations underway, and strategic communications recommendations for the travel industry to maintain traveler confidence.

The webinar will be presented twice, once in Spanish and a second time in English.

Wednesday, March 4, 2020

Presentation in Spanish at 11:00 am Cancun time (EST)

Presentation in English at 11:45 am Cancun time (EST)

****Official invitation and instructions for joining the webinar
will be sent on March 3, 2020***